Matheson

Three Different Matheson Cars,

all driven by amateurs, make

sensational performances in

three consecutive days.

amateur, won the free-for-all race in the hill-climb up "Giant's Despair" Mountain at Wilkes-Barre,

establishing a new record. The Matheson is the

first gasolene car to make this ascent in less than

two minutes. In addition this car won a valuable

cup for developing the most power for each pound

of weight in the car. Although there were over

90 entries at this meet, the greatest number ever

recorded at any auto meet in America, the Mathe-

son carried off five prizes, including three firsts-

the greatest number of prizes won by any one

held on Decoration Day and the day after, Mr. R. G. Kel-

sey, another amateur, drove his Matheson throughout with

passengers, driven by James Fererro, a sixteen-year-old

the foreign cars-can equal the Matheson

in service over American roads. The

Matheson will carry seven people a mile-

a-minute every minute. You cannot pur-

Reasonable Deliveries.

THE MATHESON COMPANY OF NEW YORK.

FIVE PASSENGER TOURING CAR

PREMIER

When Premier 24-horse outruns cars of 60-horse-what's the use?

What's the use of a big heavy engine, except to add weight and

What's the use of over-powering a car, except to make it vibrate

What's the use of big power, anyway, if it doesn't reach the rear

The answer is in the performance of the 24-horse Premier that

Premier power is created by a highly refined engine; made to count

The construction is substantial, the finish is thorough inside and out-

bested a popular 60-horse by eleven minutes, and won ov r all other

by well-designed and accurate transmission, and made comfortable by its

Come, see and try the Premier.

R. M. OWEN & CO.

36-40 West 60th St., New York

Plaza Automobile Co., 922 Union Street, Brooklyn, N.Y.

Newark Motor Car Co., 126 South 14th St., Newark, N. J.

William Smith, 394 Palisade Ave., Jersey City, N. J.

Howe Motor Car Co., 11 Park Ave., Paterson, N. J.

ears in the Denver-to-Colorado Springs Efficiency Contest

And its magnificent ability is fitly capped by its luxurious style.

Touring

Cars,

50 H. P., \$5,500.

Tel. 4876 Col.

chase a more beautiful and luxurious car.

On the Long Island Automobile Club endurance run.

On the three-day endurance run of the New Jersey Automobile and Motor Club a Matheson, carrying eight

No car in the world-not the greatest of

make of car.

a perfect score.

Run-

abouts,

35 H. P., \$4,500.

1619-23 Broadway.

amateur, made a perfect score.

On Decoration Day a Matheson, driven by an

THE SUN. SUNDAY, JUNE 9, 1907.

THE REAL RECORDS

of all the cars that finished the endurance run to Albany—the most severe test ever held-were much better than the figures show. The element of chance, that is large in all point competition, caused many competitors to lose points technically when cars were not at fault.

THE BEST RECORDS

when all is analyzed, was that of the

BERLIET

Three BERLIET cars started and all finished in good season, without a bit of engine trouble, or repairs of any sort, except to tires.

THE COMMITTEEMEN AND NEWSPAPER MEN. WHO HAD TO MAKE SURE OF GETTING THROUGH ALL RIGHT, RODE IN THE BERLIETS.

The one BERLIET competing car, that finished seventh, as regards to points lost, went through without having its bonnet lifted or even a hairsbreadth of adjusting. It lost its points through tire puncture and other delays in which it was not at fault. Most of the time it lost was sacrificed in the cause of humanity-stopping to catch runaway horses that cars ahead had frightened and to lend aid at the scene of the fatal accident.

Those who rode in the BERLIETS were gleeful over having the best of a tough trip in every way. They realized that the BERLIET is good all over and makes good everywhere.

This French-American Car combines the Best of Imported Material and Best of American Workmanship.

Vanadium Steel and Iron Used Throughout. "IT STAYS NEW."

So built as to justify the guarantee of a company whose reputation was founded in 1832.

AMERICAN LOCOMOTIVE AUTOMOBILE COMPANY, Factory, Providence, R. I. 1886 Broadway, N. Y.

FIAT Leadership

The recent plea of a domestic maker that American entries in the Vanderbilt Cup Race be allowed to purchase magnetos, carbureters, coils. etc., in Europe emphasizes the acknowledged superiority of foreign cars.

Tests of all kinds also prove that—when they are severe enough.

America has never had as severe an endurance test as the Targa Florio Race in Sicily, described as "A Vanderbilt Cup Race over mountains and bad roads at top speed with 45 competitors instead of 17, with cars of strictly stock model construction." No foreign car but the FIAT has ever accomplished what the FIAT did-took first and second places by a long margin.

A speed test on smooth roads depends upon chance and the driver, but a Targa Florio depends on the car. Such tests revealed no defects in FIATS, neither do the extended tests of service; and if the experience of owners everywhere could be tabulated, they would demonstrate beyond question FIAT superiority.

1906 models (late deliveries) up to date in every feature, inasmuch as they are mechanically the same as 1907 models, are offered at reductions of \$1,500 to \$2,000.

AUTOMOBILE NOTES.

Without number are the stories that have been published about the strange uses to which automorading men to show a new one at a recent meet at the Kenliworth track at Buffalo, N. Y. At athletic meet was in progress and as a feature the programme was to be concluded by a five mile ethibition run between one of the Thomas Vander-blit cup cars and the Thomas Speedway Flyer, recently purchased by W. H. Vanderbilt, Jr., from the Harry S. Houpt Company of New York. Soon after the first events were finished a crowd estimated at between four and five thousand persons surged out on the track. The forty special polloemen present were powerless, and it looked as if the remainder were powerless, and it looked as if the remainder whe events would necessarily be called off. George Salzman, driver of the cup car, had an inspiration just then and offered the two cars that were booke the race and another Speedway Flyer that was on the track to the officials. The offer accepted, the cars were run up and down in front of the crowd, fradually edging it back until the course was cleared. The cars, their exhaust open, were then kept moving along in front of the packed masses he programme was completed and managed in good style to do the work the forty officers had

copie took the matter good naturedly and their enthusiasm loose when the Vanderbilt cup exhibition, the cup car winning in good style at the The cup car was handleapped on the turns the stretches with its marvellous speed.

O. A. Duerr & Co., agents for the Royal Tourist. have reason to congratulate themselves on the excellent bodies with which the Royal chasses are fitted this year. It is a fact that the matured American motorist has become exceedingly critical as to the appearance and finish bestowed upon his car, and expects as good if not better work than comes from the markets of Europe. "One would be surprised to know how particular the purchaser of a life." ligh grade car is to-day," states a member of the irm of C. A. Duerr & Co. "Every little detail is intered into and unlike the allipshod methods of a few years ago all must be in perfect shape before ider is placed. Dealers in the well known Merican makes are not bothered much as regards

demonstration this year, for the prospective pur makeup of the various standard makes. Many of the orders for Royals this season have been booked without turning a wheel, the purchaser being satisfied by a leisurely examination of the machines on the salesroom foor." In regard to body work the Royal manufacturers have undoubtedly surpassed themselves this season, the Tully type and King of the Belgians type being superbillustrations of the coachmaker's art. Novelty in color schemes is also a feature in Royal cars this season, while the trimming and uphoistering are all that can be desired by the most critical motorist. Added to mechanical perfection, it is

this attention to details that has made the Royal

Tourist one of the really popular cars made in this Hill climbing contests appear to be less popular here than in England, where they are of frequent occurrence and where all the best known makes of European and English cars, such as Panhard. Napier, Flat, Mercedes, &c., are competitors. In the contests of this spring the Berliet, which has just begun to compete in these affairs, seems to be having its own way. On the Hill of Frome, a light forty horse-power Berliet won against thirty-two competitors and on the Isle of Man a sixty horse-power car of this make was first and a twentyfour horse-nower car second, with a thirty-five norse power Daimler third. The English climbs usually are longer than those held here, the course on the Isle of Man being two and three-eighths

miles in length. "Charles B. Shanks, general sales manager of the Charles B. Shanks, general sales manager of the Winton company, has arrived home from a three weeks visit to Pacific coast cities. "San Francisco looks infinitely better than when I was there just after the fire, said Mr. Shanks, "and it will once more be the cosmopolitan metropolis of the great West. Seattle is brim full of enthusiasm and hustle, and is certain to become one of America's greatest cities. Automobile interest out West grows with the country. The demand for highest quality cars is decidedly on the increase."

Michelin & Cie of Clermond-Ferrand, France, have just notified their American agents, E. Lamberjack & Co., of this city, of still another remarkable performance by Michelin tires. Starting from Paris at 2 P. M. on May 6, Sorel in a starting from Paris at 2 P. M. on May 6, Sorel in a starty borse power De Dietrich stock car, covered the 930 miles of rough roads between Paris and Madrid in the wonderful time of 28 hours and 14 minutes. This record is authoritative, being attested at the time by the proper officials, and not only lowers the best

previous time for automobiles but is faster than the fastest express train running between these two cities. The run was made in a rainstorm, at an average rate of thirty-four miles an hour. Michelin tires were used during the entire trip, and came through without a single puncture or mishap of any kind,

In a recent report made by the Chamber of Commerce. Syracuse. N. Y., it was shown that the automobile was the greatest of their 130 different industries. Inc. H. H. Franklin Manufacturing Company having increased their business during the last three years to a point where they now employ 1,700 men, which is more than the total number employed by the fifty-two clothing manufacturers, the forty-eight foundries and machine shops and nearly twice as many as employed by the three typewriter factories.

four cylinder runsbout. For the last two months orders have been steadily booked from commercial houses and business people who have been in need of rapid trapid trapid the need of rapid trapid the four cylinder ford 15 horse-power runsbout has appealed to this particular class of purchasers through its small cost of maintenance and repairs and the ease with which any one can master it. "We have been expecting a rush from people in business who desire to adapt the automobile to their commercial needs," states Mr. Plaintiff, "for when Henry Ford designed this famous runabout and planned to build 10,000 of them he had this in view." Mr. Plaintiff is bending every effort to supply the demand from those who desire a runabout for pleasure purposes only before the demand from the commercial quarter becomes too great. Were it not for the fact has number of those who contemplated purchasing model N, as the four cylinder \$600 runabout is called, changed their orders to a model R Ford there would have been a sad dearth of the little wonders ere now. The model R is a little more costly than the model N and appeals to those who desire a more highly fluished runabout. The body is larger, with round beetle back, large enough to carry, the extra three with which this model is equipped. The motor and entire chassis of both models, however, are identical.

Col. Webb Hayes of Fremont, Ohlo, is a thorough-bred autolst in the widest sense of the word. While he has a great admiration for the heavier cars, and particularly for the American product, he is ex-tremely partial to the high grade lighter car, assert-ing that it is more easily operated and adjusted, and having less weight, it is necessarily more eco-nomical in the use of tires, fuel, lubricants and general upkeep. general upkeep.

Col. Hayes recently struck upon a rather novel use to which he has been putting his automobile on the famous old homestead of ex-President Hayes.

Instead of wang a large workhorse to mow the lawn he uses his two cyclinder Reo with a 36 inch lawn mower. His car also furnishes the power for a two horse scraper and a two horse fron wheeled wagon to haul rubbish, brush, &c., in. Col. Hayes says that the work is done much more rapidly and easily than was done with the horses. When doing the "lawn stunts" he removes the detachable rear seat in his car, which is a trick requiring but a minute's time.

and a rain itself to pieces ?

four full-elliptic springs.

C. B. Rice, the Baker Electric representative in the East, just back from a trip to the Baker factory at Cleveland, brings word of another great mileage performance by a Baker Electric. The model used was a Standard Queen Victoria, which had been in continuous service for four months prior to the test. The route used was in the vicinity of Cleveland, the vehicle covering 101.6 miles in 8 hours and 20 minutes on one charge of the battery. The driver was E. Gruendfeld of the Baker Motor Vehicle Company, who, it will be remembered, made a sensational run about this time last year with a Baker Suburban, then brought out for the first time. The present run, Mr. Rice states, was made to satisfy a doubter that the Baker, battery for battery, cell for cell, weight for weight and tire for tire, can go further in shorter time than any electric made.

Harry S. Houpt has entered in behalf of the Harry S. Houpt Company one of the 1907 60 horse-power touring cars in the Se aled Bonnet contest promoted by the Automobile Club of America, which begins on June 19, finishing on the 22d. Mr. Houpt has named the driver, who, of course, will be M. Roberts. The entry of this car by Mr. Houpt is in keeping with his usual policy in every sporting event where there is a chance to win. To show and prove the enduring qualities of the Thomas Flyer is the point in view. The sale of Lozier 40 horse-power touring care is continuing at a satisfactory rate and from five to seven cars a week are being delivered. Among the recent purchasers are Martin J. Condon, Henry

AUTOGAS TANK

1t contains 60 cubic feet of gas, while other gas tanks at the same price hold but 40.
PRICE COMPLETE \$35. LOOK FOR TRIANGLE.
When the best sells at the same price as inferior makes it pays to buy the best.
MOTOR CAR EQUIPMENT CO.,
General Distributors. 55 WARREN STREET.

Agents wanted everywhere.

Brooks, A. E. Nuesbaum and Anthony Clough.

Burton Parker of the Fisk Rubber Company recently in this city on a brief visit, reports that the Fisk company has succeeded in securing the services of a man from each of the prest foreign tire factories and also from each of the big American concerns, and will thus use the experience of all makers in the manufacture of the Fisk tires. In addition to this comes the news that the Fisk experts have discovered a new process for the curing of rubber whereby it will have toughness superior to most tires and better wearing qualities. The Fisk company was one of the first to advise the company for its rims has been enormous.

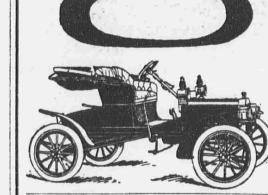
The first space to be allotted in Madison Square Garden to an exhibiter at the licensed show this fall is No. 25, on the raised platform, and the Matheson company of New York will occupy it. This is the largest space in the Garden and is said to be by far the most desirable, and there is much rejoicing over its acquisition at the office of the Matheson company.

THE BIG FOUR



FORD MODEL K

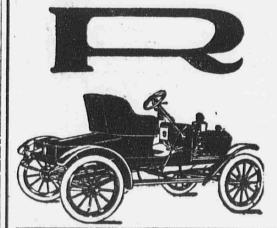
as near perfection as it is posance, total lack of vibration. lighter weight, greater efficiency, flexibility, longer life sum up Six Cylinder Superiorities in a nutshell.



FORD 4-CYLINDER RUNABOUT

favor by its small cost of upkeep and its sterling and consistent performance in its everyday work. Over 950 in New York and vicinity alone. This car has not an equal in the world at less than \$1,000 - performance, appearance, reliability, strength, quality of workmanship and materials all

Model "N." 4 cylinder, 15 h. p., shaft drive; 3 to 40 miles on the high; will climb anything the wheels can hold—ask any owner or a rival—28x3-inch tires now. Price \$600 F. O. B. Detroit. Lamps, horn and top extra.

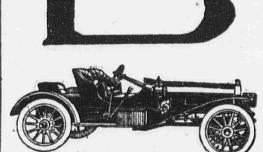


FORD MODEL R

An edition de luxe of the Ford Model "N" runsbout, but more pretentious in outward

It is the ideal companion of the high power touring car. The appearance is enhanced by a polished brass railing round the rear deck. Body highly finished and seats luxuriously upholstered. In short, we believe this latest light runabout model is just a trifle the nattiest thing yet produced. And its performance can only be appreciated by

Model "R." motor and entire chassis similar to Model "N"—the most serviceable car ever built. 30x3-inch tires—45 miles an hour easily. Standard equipment—pair side oil lamps, tail lamp, French tube hora, storage battery, set of dry cells and ironed for top. Price \$750.



FORD 6-40

Represents finality in the development of high powered runabouts. Gives you a mile a minute easily-70 miles an hour, if you care to go so fast. It is absolutely the peer of all cars of this type. A veritable speed marvel, and gives you any speed without changing gears or disengaging the

IMMEDIATE DELIVERIES

Telephone FORD DOWNTOWN OFFICE: BROAD-EXCHANGE BUILDING, 25 BROAD STREET.

Brooklyn Store 20 Halsey Street

The popularity of these cars is best demonstrated by their enor-mous sales this season. Only a lim-ited number left. For quick de-liveries orders should be placed \$1.850 to \$3,500

SALESROOMS 1675 Broadway, near 52d St

Simplex F. I. A. T. Complete Cars J.M. QUINBY & CO NEWARK, N. J. diacent Lackswanns Station Automobile Body Builders.

Autos. Best Quality; Poor Prices!

IN LIMOUSINES, LANDAULETS, TOURING, RUNABOUTS.

Owners want cash offers submitted.
Choice assortment late models; in Plink of Condition. Pierce-Arrows, "32," "45"; Mercedes, Packards, Peerless, Panhards, Locomobiles, "18," "35," "45"; Cadillacs, Oldsmobiles (Runabouts-Touring), \$123 up; Corbin, "30," \$260; slx cylinder Autos, haif price, Four cylinder Runabouts; Thomas Flyers; 150 other opportunities.

opportunities.

Every car at surprisingly low quotation.
Demonstrations cheerfully given. Manhattan's
Pioneer and largest establishment.

Tops, \$15 up: Bodies:—All kinds of Runabouts,
Limousines. Touring bodies, \$25 to \$000, ready.
Tires. Lamps, Horns, lower by 1.3 or no sale.

BROADWAY MAMMOTH AUTOMOBILE
EXCHANGE,
247, 249 W. 47th and 1750, 1752 Broadway.

f Dunlop type, 30x 31/2...
G. & J. type, 30x 31/2...
G. & J. type, 30x 31/2...
G. & J. type, 30x 3
G. & J. type, 50x 3
G. & J. type, 51x 4
G. & J. type, 52x 4
Morgan & Wright, Hartford

TIMES SQUARE AUTO CO., 1599-1601 Broadway, between 48th & 49th Sts.

YOU RENT ONE, YOU WILL BUY ONE. OTHERS DO. GUARANTEED FOR ONE YEAR C. A. DUERR & CO., Inc., 2,182-6 Broadway. Nr. 79th St. Sub. Station

PIERCE ARROW 28-32 H. P. 1905 MODEL

Fully equipped—perfect condition - owner bought larger car same make.

HARROLDS MOTOR CAR CO.

HONEST VALUE In Second Hand Automobiles with 5 or 7 pas-senger bodies. Completely overhauled and not simply patched up to sell, but condition guaren-ted. A few exceptionally good bargains in Royal

C. A. DUERR & CO., INC.,

AUTOMOBILE

FOR SALE—Demi Limousine, 4 cyclinder, 15 h.p. (French rating); any reasonable trial allowed. Apply HARRY TUDOR, Bostock Arens, Coney Island